



WPTV

ORDER

Print Date 08/21/12

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Flight Dates 08/11/12-08/14/12

Contract / Revision 307491 /

Original Date / Revision
08/09/12 08/09/12

Advertiser Florida Federation for Children

Agency McLaughlin & Associates

Buying Contact

919 Prince Street
Alexandria, VA 22314Product
FI Federation for Children

Agency Com 15%

Billing Contact

566 South Route 303
Blauvelt, NY 10913

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 362

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	18	\$16,787.50	\$19,750.00	0.00	07/30/12	08/14/12	18	\$16,787.50	\$19,750.00
Totals	18	\$16,787.50	\$19,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/11/12	08/14/12	M-F 6-7a M-F 6-7a	CM	6-7a	11-----	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/11/12	08/17/12	11-----		2		\$1,800.00		0.00					
N 2	WPTV	08/11/12	08/14/12	M-F 7-9a M-F 7-9a	CM	7-9a	1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/11/12	08/17/12	1-----		1		\$2,500.00		0.00					
N 3	WPTV	08/11/12	08/14/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00



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Contract / Revision **307491** Flight Dates **08/11/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:20:00

Advertiser **Florida Federation for Child** Product **FI Federation for Children** Estimate # **362**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	08/11/12	08/14/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	11-----					2	\$600.00		0.00			
N 4	WPTV	08/11/12	08/14/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	11-----					2	\$500.00		0.00			
N 5	WPTV	08/11/12	08/14/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	1-----					1	\$600.00		0.00			
N 6	WPTV	08/11/12	08/14/12	M-F 5-530p M-F 5-530p	CM	5-530p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	1-----					1	\$1,000.00		0.00			
N 7	WPTV	08/11/12	08/14/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	1-----					1	\$1,000.00		0.00			
N 8	WPTV	08/11/12	08/14/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	1-----					1	\$2,000.00		0.00			
N 9	WPTV	08/11/12	08/14/12	M-F 7-730p M-F 7-730p	CM	7-730p	1-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	1-----					1	\$950.00		0.00			
N 10	WPTV	08/11/12	08/14/12	M-F 730-8p M-F 730-8p	CM	730-8p	1-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	1-----					1	\$950.00		0.00			
N 11	WPTV	08/11/12	08/14/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	1-----					1	\$2,000.00		0.00			
N 12	WPTV	08/11/12	08/14/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----1-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-----1-					1	\$750.00		0.00			
N 13	WPTV	08/11/12	08/14/12	Sa 8-10a Sa 8-10a (8:00 AM-9:00 AM)	CM	8-10a	-----1-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-----1-					1	\$1,000.00		0.00			
N 14	WPTV	08/11/12	08/14/12	Sa 6p Sa 6p	CM	6-630p	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-----1-					1	\$600.00		0.00			
N 15	WPTV	08/11/12	08/14/12	Su 6p Su 6p	CM	6-630p	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-----1					1	\$600.00		0.00			



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														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N15	WPTV	08/11/12	08/14/12	Su 6p	CM	6-630p	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00	
				Su 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/11/12	08/17/12	-----1	1		\$600.00		0.00							
														Totals	18 \$19,750.00	